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ABSTRACT

This book summarizes presentations and discussions from the Fall 1999 symposium of the Forum for the Future of Higher Education. Part 1, "Winner-Take-All Markets," includes: (1) "Higher Education: The Ultimate Winner-Take-All Market?" (Robert H. Frank); (2) "The Return to Attending a More Selective College: 1960 to the Present" (Caroline M. Hoxby); and (3) "The Idea of Organic Growth in Higher Education" (James Engell). Part 2, "Defining and Managing Costs," contains: (4) "Maintaining a Nice Green Lawn: The Competitive Landscape in Lower Profile College Sports" (James L. Shulman, William G. Bowen); and (5) "Tuition Rising: Why College Costs So Much" (Ronald G. Ehrenberg). Part 3, "Planning for the Future," contains: (6) "'When Industries Change' Revisited: New Scenarios for Higher Education" (David Collis); (7) "Strategic and Financial Planning for Information Technology in Higher Education" (Michael A. McRobbie, Judith G. Palmer); and (8) "Why Some Enterprise Improvement Models Have More Lasting Effects Than Others" (Wendell C. Brase). (EV)

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